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Colombia

Market Development Reports

Colombian Food Service Buying Team Devours

Chicago and New Orleans

2000

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Report Highlights:

Colombian food service sector team attends the National Restaurant Association Show in Chicago, May 20-23, 2000, and meets with MIATCO and SUSTA regional companies.

Includes PSD changes: No
Includes Trade Matrix: No
Unscheduled Report
Bogota [CO1], CO

As part of the new initiative to pursue marketing opportunities with the Colombian food service sector, FAS Bogota recruited twelve food service related companies in Bogota and Cartagena to attend the National Restaurant Association Show in Chicago, May 20-23, 2000. This activity was carried out with extensive support from MIATCO and SUSTA, who assisted with logistics and set up one-on-one appointments for team members with U.S. export companies in Chicago and New Orleans. As usual, support from the two state regional groups was outstanding. Prior to this activity, FAS Bogota had had almost no contact with companies in this important sector. The new contacts made and strong relationships developed with these key food service sector players during the one-week trip fill a major gap in Ag Office knowledge of the Colombian market and will benefit the office for years to come.

The visit to the National Restaurant Association show was extremely productive, according to reports from team members. An average of eleven serious business contacts were made by each member during the three days at the show. In addition, nightly research tours of the superb Chicago restaurant scene were extremely important in learning about U.S. food service products, wines and successful restaurant formats. The one-on-one meetings with regional exporters arranged through MIATCO were very useful, since regional exporters had an exclusive shot at appropriate team members. The visit to SUSTA in New Orleans was a highlight of the trip, because of the full day of one-on-one meetings with U.S. exporters and the opportunity for team members to experience the unique food culture of the city.

National Restaurant Association Show - Chicago

The National Restaurant Association show combines a huge collection of unique food and beverages, as well as a vast array of restaurant equipment and services. More than 2000 companies exhibited their products at this year's show, taking up more than 55 thousand square meters of space. Given the size of the exhibition, three days was a short time to cover the entire show; however, buying team members worked hard to target products and companies based on their individual interests.

A survey of team members indicated an average of 11 serious new business contact were made at the show. The automatic badge scanning system in use also allowed the team members to request product information from a large number of companies to be forwarded directly to them in Colombia after the show. This office will formally survey team members four months after the show to determine detailed information about new products introduced into the Colombian market through contacts made at the show and import value.

The Colombian buying team to the NRA show consisted of the managing director of the Colombian National Restaurant Association, five restaurant chain owners or managers, the general manager and head chef of El Nogal, one of the most exclusive private clubs in Bogota, the general manager of the five-star Estelar hotel chain, two processed foods importer/distributors, and one wine importer.

MIATCO One-on-One Meeting with U.S. Exporters

Under the auspices of MIATCO and through the efforts of Paul Burke of the Michigan Department of Agriculture and Linda Rooney of MIATCO, an excellent schedule of one-on-one meetings with eight regional exporters was arranged for the team members in Chicago. These meetings gave MIATCO regional exporters an exclusive interview with each appropriate buying team member, which maximized their opportunity to pursue new export sales to these companies.

SUSTA Activities in New Orleans

SUSTA, through the excellent efforts of Tiffany Landry, organized a two-day schedule for team members, including a full day of one-on-one appointments with 16 regional export companies, a visit to the new cold storage facility at the New Orleans airport, and a reception with key local officials hosted by the Port of New Orleans. The individual meetings, which took place at Loyola University on May 24, 2000, were well organized and provided an excellent interchange between the team members and export companies.